

THE WATTS-LAMBERD COMPANY

We Give "J.N." A

EASTER MILLINERY

Stunning New Trim'd Hats

\$3.98, \$4.50, \$5, \$6, \$6.50, \$7.50, \$8.50

OPENING A GREATLY INCREASED DISPLAY OF INEXPENSIVE MILLINERY.

For style and quality we believe our lines to be unequalled.

New York has contributed her best to our millinery display. All the newest shades of the new spring season are here—primrose pink, the grayish and brownish greens, scarlet and the dull blues—also the nacre colorings, so fetching and so much sought after. The Gaby turbans and sailors, the continental and Napoleon shapes are shown, trimmed with flowers, fancy feathers and ostrich ornaments, plaited malines, in soft effects; nacre taffetas and pompadour silk bows.

A treat is in store for you. You'll certainly enjoy looking at these hats. You'll find your new spring hat here.

Never Have We Displayed

A More Beautiful Line of

New Dresses and Costumes

During the past week we have received liberal additions to our spring stock of Dresses and Costumes and certainly no lack of variety in either style or price will be found in this important section of our store.

The new evening gowns are particularly beautiful, while our display of afternoon costumes is complete and individual to the very highest degree.

Women's New Spring Coats for Every Occasion

We are showing a particularly strong line of popular-priced coats this season for automobile, street and dress wear, made in the full length. The materials are French Serges, Homespuns, Canvas Weaves, Bedford Cords, in the most favored colors for spring. Some are unlined, some half lined, while others are lined throughout. Prices \$16.50 to \$35.00.

WOMEN'S RAIN COATS, \$5.00

The best value ever offered in rain coats for women. Made of medium weight, rubberized, absolutely waterproof material. Colors, Tan, Gray and Green. Full cut garments, close fitting collars, full length, sizes 34 to 42. We have had a phenomenal sale on these coats, and their merits have been thoroughly tested. A very special bargain at \$5.00.

KLEINERT'S "LIGHT WEIGHT" DRESS SHIELDS, 2 PAIRS, 25c

Every woman knows the merit of a Kleinert's dress shield. A special purchase from the manufacturer enables us to offer these excellent dress shields at a great saving in price. These shields are made of fine rubber cloth and Cambric, same finish and workmanship that you find on the highest price shields. Sizes are mostly large, being size 3. Regular price 25c. Saturday, 2 pairs for 25c.

This Greatest Exposition of the New Spring Carpets, Rugs, Lace Curtains and Draperies Will Delight All Beholders

We want every woman and man interested in the new floor coverings and Draperies—and that means ALL house-keepers—to see the magnificent assemblage of Carpets, Rugs, Curtains, Draperies, Window Shades, Matting and Linoleums which are being shown here during this great spring sale. You will find no lack of best new designs and every one is of dependable quality.

We quote a few of the many extra values in this money saving sale.

\$18.50 BRUSSELS RUGS, \$11.98.

Room size 9x12 feet, seamless rugs. New designs and colorings.

\$27.50 AXMINSTER RUGS \$19.98

9x12 feet. Handsome designs and colorings.

\$40.00 WILTON VELVET RUGS, \$34.50

9x12 feet. All new 1912 designs.

35c CHINA MATTING, 25c YARD

Best quality, sold by the bolt only at this price, 40 yards in a bolt.

\$25.00 AXMINSTER RUGS \$17.98.

9x12 feet. Beautiful designs and colorings.

\$25.00 WILTON VELVET RUGS, \$16.98.

9x12 feet. All new designs and colorings.

\$22.50 BRUSSELS RUGS \$16.98.

9x12 feet. Best 10-wire Brussels, one piece seamless Rugs.

LACE CURTAINS

LACE CURTAINS AT A SAVING OF ONE-FOURTH TO ONE-THIRD OFF REGULAR LOW PRICES.

THE LARGEST LINE OF PLAIN AND FANCY CURTAIN SCRIMS SHOWN IN THE STATE. ALL SPECIALLY PRICED DURING THIS SALE.

WASH POPLINS, 25c THE YARD.

Just received a large line of high grade Wash Poplins that resemble silks. Very highly mercerized and will retain its lustre. Full line of all the new spring shades. These beautiful wash goods are especially desirable for one piece dresses. Special opening sale price only 25c a yard.

NEW FRENCH JEWELRY

Hundreds of pieces of dainty French Jewelry in a price range from 25c to 50c. Many attractive novelties in Bar and Vell pins, cuff links, collar and jabot pins, belt buckles and pins, rings and beaded chains. Slipper Buckles in Sterling Silver at \$1.25 pair.

BEAUTIFUL EASTER NECKWEAR

Fresh new dainty Neckwear for spring. The fashionable small flat Jabots and Cascade effects, adapted for wear with coat suits and wraps. Larger Jabots of batiste embroidered in small floral designs and trimmed in Val Lace. Dutch collars of white Venise lace, floral pins with satin blossoms, attractive satin pin bows in assorted colors. All of the new styles in neckwear that are to be prominent during the coming spring and summer in a price range from 25c to 50c.

CORSET COVERS 25c

A lot of new muslin corset covers direct from factory, beautifully trimmed in Val and Torchon laces, swiss ribbon-run embroidery. A complete range of sizes in a variety of choice styles. Special value at 25c.

SPECIAL FOR SATURDAY

25c Bleached Bath Towels, 15c

The selling of these towels is no experiment with us as many hundred dozen have been disposed of and their merit thoroughly tested. Excellent Turkish Bath Towels at a special price Saturday. Actual size 22x44 inches, ends hemmed and overstitched bleached by improved processes, easy to launder and remain soft and pliable after repeated washings.

20c NAINSOOK, \$1.29 BOLT OF 10 YDS.

A beautiful quality, soft finished French Nainsook. Full 36 inches wide, full bleached and finished by special processes, giving a soft, lustrous finish. Put up in attractive bolts of 10 yards, clean, fresh goods that will compare with any Nainsook at 20c the yard. We have sold hundreds of yards of this cloth with increasing satisfaction to our customers. Special for Saturday only \$1.29 the bolt.

NEW BELTING, 25c

Twenty pieces of new beltings in all the latest styles and colorings to harmonize with spring costumes. Brocade and embroidered effects, plain coors and novelty designs. Priced very cheap at 25c belt of 27 inches.

50c WOMEN'S SILK BOOT HOSE, 25c Pr.

We received this week another lot of these excellent and popular stockings—the best part-silk hosiery we have ever offered at the price. Fine Silk Boot, reinforced soles and heels, medium weight mercerized garter top. Will look better and wear longer than all-silk stockings costing twice as much. Fast and stainless dye. Black only in sizes 8 to 10. Saturday's special price, 25c pair.

The New Curtain Scrims

You will find here the largest and most complete lines of all grades of plain and fancy Scrims to be found in any store in the state. The line consists of all that is new in weave and designs. All colors and colorings to carry out your color schemes.

PLAIN SCRIMS in white, cream, ivory, natural and ecru, in some twelve or more different styles of weave and quality. Heavy round thread Scrims 18c, 20c, 25c and 30c the yard. Fine Sheer Scrims, Etamine, Voile and Fillet weaves in plain and fancy weaves ranging in price from 25c on up to 50c the yard. White, Ivory and Ecru. Also mercerized barred effects. FANCY PRINTED SCRIMS at 15c, 18c, 25c, 30c, 35c, 39c, 50c and 65c the yard. On white Ivory and Ecru grounds, in this wonderful large assortment you will find designs and colorings, also weaves that are exclusive at Watts-Lambers. Those who appreciate artistic designs and colorings should not fail to see these beautiful high grade Scrims. The designs, quality, finish and colorings are beyond description, if only for an idea, see them.

50c COUTIL BRASSIERES 25c.

The greatest bargain we have ever offered in corset accessories. A splendid quality brassiere, made of medium weight coutil, embroidery trimmed, reinforced armholes, cut on up-to-date, stylish models, seams French finished. These brassieres will compare most favorably with many garments sold at 50c. Sizes 32 to 40. Special price for Saturday, 25c.

FINE DRESS LINENS

The most serviceable fabric for general wear. We can supply your every need for staple and fancy linens. Yard-wide blouse linens in natural colors at 19c, 25c, 35c, 39c, 50c. Automobile linen, 36 inches wide, extra heavy, at 50c yard. Ramie linens, 36 inches wide, fine imported fabric, white and colors at 50c yard. Yard-wide white waist linen at 25c to 50c yard. 45 inch round thread dress linen 75c yard. Irish linen at 50c yard. 90 inch white dress linen at \$1.00 yard. Every piece above quoted all pure linen.

SPECIAL FOR SATURDAY

39c and 50c Neckwear, 25c

Dainty new neckwear for spring frocks. A new collar or jabot adds a pleasing touch of freshness to any costume. In Saturday's sale are offered a variety of new effects in neckwear, such as tailored stocks with tie jabots attached, lace trimmed washable Dutch collars and flat jabots or imitation crochet and Macrame laces. A dozen different designs. Values from 39c to 50c. Special for Saturday, 25c.

39c RIBBONS, 19c YARD.

Fifty pieces of handsome Ribbons, plain Messaline and fancy Taffeta, regular 39c and 50c the yard. Beautiful warp print effects, also bordered designs in most all shades and colorings on plain and moire grounds. Also plain Messaline Ribbon in the following colors: Navy, Copenhagen, Lavender Yellow and the new Green. These ribbons range in width from five to six inches.

CREAM DRESS GOODS

Cream dress materials are in great demand for the spring season and we are showing many excellent values in such fabrics. Yard-wide cream white serge in plain and with black thin stripes at 50c the yard. Very popular for skirts and dresses. Cream serge, all wool, 42 inches wide, especially desirable for suits at 39c yard. Other novelty fabrics in white and cream plaid effects.

Is Fairly Humming With Activity

This last week before Easter will be the busiest of and satisfactorily than ever before. With Spring and

Remarkable Sale

See Special Window Display

Special

Eas

Never before have we bought in better position to offer such a Saturday's Special Sale of Ea

AT 25c, Women's Lisle and Chamissette "ser" make, worth from 39c to 50c pair. Chamissette Gray, Black—sizes 6 to 9. AT 39c Women's 16-button Lisle Gloves, w Colors Brown and Assorted Tans, sizes 6 to 8. AT 49c, 16-button washable Chamissette "ser" make in Chamissette and White, all sizes, would be cheap at 75c the pair. AT 79c, Women's Pure Thread Silk 16-bu worth \$1.25 pair. White and Black in sizes 6 to

The Climax of

A special sale of new spring S

A great sale of Hosiery at the

25c Women's Gauze Lisle Hose, 3 pairs for 39c Men's "Onyx" Sox, black and colors, 25c 75c Women's Silk Boot Hose at 49c pair.

Women's K

New lines receive urday. Knit Underv tories and importers Underwear for wam

Special for Saturday 15c HUCK TOWELS, 6 FOR 49c

Continuing the special Towel sale for Saturday. A rare opportunity to save a good fraction of what you spend on such utilities. Ends neatly hemmed, narrow striped, fast color borders. Sizes 20x40 inches, medium weight, made for service. A special bargain in household goods for Saturday. We have sold hundreds of these towels to many satisfied customers. Worth 15c each. Special for Saturday only, 6 for 49c.

A Large Line of And

These beautiful Gingham colorings and designs, also 1 to select from.

After Supper Spec

75c MUSLIN UNDERWEAR, 49c.

Ladies' Gowns and Skirts—Gowns made of Long Cloth and soft finished Muslin, trimmed in Forchon Laces, Embroideries and Val Laces. Some six or more styles to select from, high and low neck styles. Skirts made of soft Cambric with flounce of embroidery, others of Insertion and Lace Edge. All sizes in both Gowns and Skirts. Regular price 75c. Saturday night only 49c. See window display.

\$1.50 WHITE BED SPREADS, 98c.

A new case of bed spreads for Saturday night's sale. Size 72x86 inches, ends neatly hemmed and over-stitched. A medium weight spread, bleached pure white, easy to launder. Very attractive Marseilles patterns. A very special offering of bed coverings. These quilts are worth \$1.50. Special price 98c.

50c STENCILED AND TAPESTRY PILLOW COVERS, 25c.

Quite the newest novelty in this wide line of goods. Pillow covers of tapestry in a variety of picture designs. Copied Art burlap pillow covers in brown and green stenciled in many odd and attractive designs. Most serviceable covers for porch pillows. Ready to use. Worth 50c. On sale Saturday night promptly at 6 o'clock.

\$1.50 CREPE KIMONOS, 98c.

A special purchase of Long Crepe Kimonos for Saturday night's sale. Made of good quality crepe on latest models. Long sleeves, gathered yokes, neck and front trimmed with bands of mercerized satin in oriental design. Colors, Red, Lavender, Pink, Gray, Navy and Light Blue. All sizes 36 to 44. A good value at usual price of 89c.